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FILE
SEPTEMBER 6,
1965

fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 3, 1965</u>			
Thursday Sept. 2 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order fashions, designed by Leslie Morris. By invitation. (<u>For Release, Tues., Sept. 7.</u>) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Thursday Sept. 2 1:00 P.M. Luncheon	PRESS PREVIEW OF EUROPEAN IMPORTS Preview for the press of European import collection. By invitation. (<u>For Release, Wed., Sept. 8.</u>) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & COMPANY	9TH FLOOR CONFERENCE ROOM
Thursday Sept. 2 5:00 P.M.	LECTURE ON EUROPEAN COUTURE COLLECTIONS "A Report on Collections from the World's Fashion Capitals"--Bill Cunningham will give his impressions of the couture fashion collections; and a report on fabrics, furs, colors, accessories. (<u>Note Change of Date.</u>) Tickets: \$5.00. (Special rates for student groups.) Contact: Carnegie Hall Box Office, 7th Ave. & 57th St., CI. 7-7459.	BILL CUNNINGHAM	CARNEGIE HALL RECITAL HALL
Beginning Thursday Sept. 2	SHOWING: RESORT COUTURE KNITWEAR Continuous showings of dresses, separates, coats, suits, and evening wear, in knitwear by Tricosa of Paris, imported by Feder Fashions. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 29TH FLOOR
Beginning Thursday Sept. 2	OPENING OF RESORT COLLECTION Daily showings of custom-sizes for the petite miss. Contact: CH. 4-3558.	PETTI 4'S	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Sept. 3	SAKS FIFTH AVENUE--Custom-order collection. (Preview, Sept. 1)		
Sept. 3	ALTMAN RELEASE--"Lotus Land '65" homefurnishings. (No Press Show)		
<u>WEEK BEGINNING MONDAY, SEPTEMBER 6, 1965</u>			
Sept. 6	LABOR DAY (Monday)--Legal Holiday.		
Sept. 7	BERGDORF GOODMAN RELEASE--Custom-order fashions. (Preview, Sept. 2)		
Tuesday Sept. 7 10:30 A.M. Breakfast	PRESS PREVIEW: "ONE WORLD" IMPORTS Preview for the press of "One World" import collection. By invitation. (<u>For Release, Thurs., Sept. 9.</u>) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR
Tuesday Sept. 7 11:00 A.M.	HOLIDAY AND RESORT COLLECTION Showing of Holiday and Resort collection at 11:00 A.M. By reservation. Continuous thereafter. Contact: Peter Kallish, LO. 5-2626.	ARKAY, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 7 12:00 Noon Luncheon	PRESS PREVIEW: IMPORTED READY-TO-WEAR Preview for press of Macy's "Made-In-Europe" fashions. By invitation. (For Release, Wed., Sept. 8.)	MACY'S NEW YORK Publicity: Margery Rubin, OX. 5-4400.	13TH FLOOR EXEC. DINING ROOM
Tuesday Sept. 7 12:00 Noon; 3:00 P.M.	CUSTOMER SHOWING: MARY QUANT FASHIONS Showing of Mary Quant "Youthquake" fashions, Barnesville U.S.A., at 12:00 Noon and 3:00 P.M. Open to public.	ABRAHAM & STRAUS (BROOKLYN) Publ.: Jackie Landesman, TR. 5-0195.	3RD FLOOR BUDGET DRESSES
Tuesday Sept. 7 1:00 P.M.	HOLIDAY, RESORT, EARLY SPRING COLLECTION Showing of junior dresses, designed by Stanley Herman, for Holiday, Resort, and early Spring. By invitation. Continuous thereafter. Contact: Nancy Mahon, OX. 5-4760, Ext. 743.	MR. MORT DESIGNER COLLECTION	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Sept. 7	RESORT AND HOLIDAY KNITWEAR COLLECTION Continuous showings of knit dresses and suits for Resort and Holiday. Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
Beginning Tuesday Sept. 7	OPENING OF HOLIDAY- CRUISE COLLECTION Continuous showings of Holiday-Cruise separates, coordinates, dresses, at-home fashions, designed by Ruthanne Tuttle. Contact: Bernice Lewis, WI. 7-8178.	MR. GEE	1407 BROADWAY SHOWROOM - 2506
Beginning Tuesday Sept. 7	HOLIDAY, CRUISE RESORT COLLECTION Continuous showings of scarves, blouses, skirts, and the new pants for Holiday and Resort. Contact: Elaine Gold, AL. 5-6464. Publicity: Florence Brobeck, MU. 8-8197.	BLOUSES BY VERA; SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday Sept. 7	HOLIDAY, RESORT, EARLY SPRING COLLECTION Daily informal showings of Holiday, Resort, and early Spring collection. By appointment. Contact: Joe Melton or Nat Balter, LO. 5-6900.	JONNY HERBERT, INC.; PAB, LTD.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday Sept. 7	RESORT AND SPRING ITALIAN KNITWEAR Knit dresses, two-piece and three-piece costumes, coats, and sportswear. By appointment. Contact: MU. 3-2467.	FRANCESCA FOR DAMON	16 EAST 34TH STREET SHOWROOM - 21ST FLOOR
Beginning Tuesday Sept. 7	HOLIDAY AND TRAVEL COLLECTION Continuous daily showings of Cisa's Holiday-Travel collection. Contact: BR. 9-3904. Publicity: Eleanor Iacuzzi, GE. 4-1184.	CISA (IMPORTS INTL., INC.)	1410 BROADWAY SHOWROOM - 25TH FLOOR
Beginning Tuesday Sept. 7	OPENING: HOLIDAY COLLECTION Daily informal showings of Holiday collection, designed by Ben Rodia. Contact: Helen Rubin, LO. 4-1390.	MAGDA COUTURE COORDINATES, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Week of Sept. 7	OPENING OF NEW "GEMFORIUM" Informal showings for press of H. Stern's new jewelry showroom. By appoint- ment. Publicity: Bryna Lawson at Cotton & Bass, HA. 1-4737.	H. STERN, BRASIL; JEWELRY	681 FIFTH AVENUE SHOWROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Sept. 7	OPENING OF HOLIDAY COLLECTION Informal showings of Royal Lynne's newly-designed Holiday collection. Contact: Ruth Winslow, LO. 3-3035.	ROYAL LYNNE, LTD.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Sept. 8	ALTMAN RELEASE--European fashions. (Preview, Sept. 2--See Pg. 1)		
Wednesday Sept. 8 9:00 A.M. Breakfast	PRESS PREVIEW OF HOLIDAY FASHIONS "Daphne," a new junior division of Puritan Fashions, will preview their Holiday collection, designed by Mary Quant and Tuffin & Foale; also introducing two new designers, Joel Schumacher and Carol Friedland. By invitation. Publ.: Dolly Martin at Robert S. Taplinger Assoc., PL. 2-7722.	"DAPHNE" (PURITAN FASHIONS CORP.)	REGENCY HOTEL BALLROOM
Wednesday Sept. 8 12:30 P.M. Luncheon	RAINWEAR FASHIONS AT LUNCHEON SHOW Misty Harbor and Harbor Master, Div. of Jonathan Logan, Fall rainwear fashions for men and women. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations (\$5.00): CI. 6-9171.	MISTY HARBOR (DIV. OF JONATHAN LOGAN)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday Sept. 8 4:30 P.M. Cocktails	PRESS PREVIEW OF FASHIONS BY VENEZIANI Preview for the press of couture fashions, designed for Gimbels by Veneziani of Milan. By invitation. (For Release, Fri., Sept. 10.) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR BORGHESE GARDENS
Sept. 9	GIMBELS RELEASE--"One World" import fashions. (Preview, Sept. 7--See Pg.1)		
Thursday Sept. 9 11:30 A.M.	PRESS PREVIEW OF IMPORT FASHIONS Bergdorf Goodman will present their Fall import collection. By invitation. (For Release, Mon., Sept. 13.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Thursday Sept. 9 1:30 P.M.	FASHION SHOW AT TENNIS MATCHES "Yesterday, Today and Tomorrow"--produced by Fashion Coordinators. Showing tennis whites of Eastman Kodol polyester at U.S. Nat'l Tennis Championship matches. Designs by: Elizabeth Arden, Court Jester, Courtship, Haymaker, F.B. Horgan, John of California, Victor Joris, Juniorite, Loomtogs, Vera Maxwell, Riha of Santa Barbara, Serbin, Serendipity III, Chuck Silvers, Sphairistike, Edythe Sullivan, Sun Togs, Tennis Time, Tiger, Florence Walsh, Winkies. Accessories by: Beautiful Bryans, Sally Gee. Men's fashions by: Brentwood, Robert Bruce, McGregor, Edythe Sullivan. Publicity: Jean Maxwell at Paul Bradley, Inc., PL. 2-5105.	EASTMAN CHEMICAL PRODUCTS, INC.	FOREST HILLS TENNIS STADIUM
Thursday Sept. 9 4:30 P.M.- 6:30 P.M.	PRESS PREVIEW: "NEW WORLD OF CARNEGIE" "New World of Carnegie"--preview of jewelry, millinery and perfumes in one new showroom. By invitation. Publicity: Linda de Refler, MU. 7-2085.	HATTIE CARNEGIE	393 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Friday Sept. 10 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS "The European Import Collections"--Autumn import fashions at breakfast and luncheon shows. Report and commentary by Kathleen Casey, editor-in-chief, "Glamour Magazine." Prices: Breakfast--\$8.00, members; \$15.00, guests. Luncheon--\$10.00, members; \$20.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 10	MACY'S RELEASE DATE--International Home Furnishings. (No Press Show)		
Sept. 10	LORD AND TAYLOR RELEASE DATE--Parisienne collection. (No Press Show)		
Sept. 13	BERGDORF GOODMAN RELEASE--Import fashions. (Preview, Sept. 9--See Pg.3)		
Monday Sept. 13 11:30 A.M.	PRESS PREVIEW OF FALL-WINTER FASHIONS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S. By invitation. (<u>Release, Tues., Sept. 14.</u>) Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR SALON
Beginning Monday Sept. 13	OPENING: HOLIDAY AND RESORT COLLECTION Informal showings. By appointment. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Week of Sept. 13	RESORT COLLECTION IN NEW YORK Continuous showings of Resort fashions by Helga. Contact: Walter Oppenheimer, Madison 7-0806(L.A.).	HELGA (722 SO. LOS ANGELES ST.)	HOTEL GOTHAM PRIVATE SUITE
Sept. 14	PRIMARY DAY IN NEW YORK		
Tuesday Sept. 14 12:00 Noon Luncheon	PRESS PREVIEW OF IMPORT FASHIONS Macy's will present their import collection to the press. By invitation. (<u>For Release, Wed., Sept. 15.</u>) Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Sept. 14 12:00 Noon	RESORT-HOLIDAY COLLECTION Showing of Georgia Bullock's Resort and Holiday collection. By reservation. Contact: Mary Jean Rainnie, 565-2827.	GEORGIA BULLOCK	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Sept. 14 2:00 P.M.	RESORT, EARLY SPRING COAT COLLECTION Opening of Resort and early Spring collection of coats by Originala at 2:00 P.M. By reservation. Contact: Mrs. J. Sweedler, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday Sept. 14 4:00 P.M.	PRESS AND CUSTOMERS: FALL CUSTOM-ORDER Dick Webster will present his custom-order collection to the press and customers. By invitation. Thereafter by appointment. Publicity: Jan Taylor, TR. 9-8965.	DICK WEBSTER	45 WEST 56TH STREET SALON - 4TH FLOOR
Tuesday Sept. 14 6:30 P.M.- 9:00 P.M.	FIRST SESSION OF FASHION CAREER COURSE Subject: "Ready-To-Wear." Speakers: Donald Brooks--Donald Brooks, Inc.; Deanna Littell; Leon Frechtel--Harry Frechtel Corporation; Monika Tilley--Cole of California, Inc. Moderator: Jeanne Pierre--Hockaday Associates. Prices of course (10 lectures): \$20.00. Individual sessions: \$2.75. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENGINEERING CENTER(345 E.47TH ST.)
Beginning Tuesday Sept. 14	OPENING OF MIDSEASON COLLECTION Continuous showings midseason sportswear and casual dresses. Contact: LO. 3-6126. Publicity: Essie Pinsker, 110 W. 40th St., WI. 7-2514.	CLARET ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 15 9:30 A.M. Breakfast	PRESS PREVIEW: IMPORTS AND REPRODUCTIONS Press preview of Alexander's imports and reproductions. By invitation. (For Release, Thurs., Sept. 16.)	ALEXANDER'S	LEXINGTON AVE. & 58TH ST. 5TH FLOOR - RESTAURANT
Wednesday Sept. 15 12:00 Noon Luncheon	"FASHION AND FINANCE" --LUNCHEON SHOW Robert Sloan's "Blue Chip Collection" of fashions designed by Sylvia de Gay, in conjunction with a financial forum by Merrill, Lynch, Pierce, Fenner & Smith. Fashions available at "Miss Bergdorf." Press by invitation. Public by reservation: \$6.00; contact: "Banquet Dept.," TE. 8-8000. Door prizes: Stocks and Bonds. Robert Sloan Publ.: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	HOTEL PIERRE BALLROOM
Wednesday Sept. 15 12:30 P.M.	SPANISH IMPORTS AT LUNCHEON SHOW Barbetta Publ.: Ellen Perl, TE. 2-8212. Reservations (\$5.00): CI. 6-9171.	CORTEFIEL DE ESPANA "FEMINA"	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday Sept. 15 4:00 P.M.- 6:00 P.M. Cocktails	TYCORA PRODUCTS IN CRESLAN ACRYLIC FIBER "The Nonchalants"--Holiday showing of Tycora products using American Cyanamid's Creslan acrylic fiber. Presented by Caledonia Knits, Goldworm Sportswear, Nantucket Naturals, Tannel Knits, Young Viewpoint Fashions. By invitation. Contact: Dorothy Ashton, Sally Dickson Assoc., TN. 7-2055.	AMERICAN CYANAMID CO. (FIBERS DIVISION)	SHERATON-EAST HOTEL BALLROOM
Wednesday Sept. 15 4:00 P.M. Cocktails	PREVIEW OF SPRING SWIMSUIT FASHIONS Spring and Summer '66 swimsuits. Showing at 5:00. By invitation. Fashion coordinator and commentator: Phyllis Youngheart. Contact: LW. 4-2614.	BAY CLUB (1407 BROADWAY)	ARTHUR 154 EAST 54TH STREET
Thursday Sept. 16 9:30 A.M. Coffee	PREVIEW: HAUTE COUTURE IMPORTS AND COPIES Preview for press of Paris and Italian haute couture fashions and line-for-line copies. By invitation. (For Release, Friday, Sept. 17.) Publicity: Mark Klauser or Mary Ann Crenshaw, OX. 5-4000, Ext. 208.	OHRBACH'S	5TH FLOOR
Thursday Sept. 16 12:00 Noon Luncheon	PRESS PREVIEW: "MOOD MEDITERRANEAN" IMPORTS Stern Brothers will preview their storewide "Mood Mediterranean" import collection of fashions and home furnishings. By invitation. (For Release, Fri., Sept. 17.) Publicity: Jill Schoenbach, LO. 5-7950, Ext. 515.	STERN BROTHERS	6TH FLOOR CONFERENCE ROOM
Thursday Sept. 16 3:30 P.M. Cocktails	RESORT AND HOLIDAY COLLECTION Cocktail and formal fashions--"Surprise Double Feature" showing for press and buyers. By invitation. Continuous showings beginning Mon., Sept. 20. Contact: Sylvia Greer or Al Davis, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday Sept. 16 4:00 P.M. Cocktails	PREVIEW OF RESORT- SPRING COLLECTION Knit ensembles and dresses in silk and wool for Resort and Spring. Showing at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7872.	KORRIGAN-PARIS; AVAGOLF OF MILAN	SHERRY NETHERLANDS CARNAVAL ROOM
Thursday Sept. 16 5:30 P.M. Cocktails	PRESS PREVIEW: FALL FASHIONS BY PERTEGAZ Lord & Taylor will preview fashions by Pertegaz. By invitation. (For Release, Mon., Sept. 20.) Publicity: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 17	STERN BROTHERS' RELEASE--"Mood Mediterranean." (Preview, Sept. 16--See Pg. 5)		
Sept. 17	OHRBACH'S RELEASE--Import fashions. (Preview, Sept. 16--See Pg. 5)		
Friday Sept. 17 9:30 A.M.	PREVIEW: RESORT READY- TO-WEAR COLLECTION First presentation in U.S. by Hosono of Tokyo, at a preview for press and buyers. By invitation. Publ.: Nona Lou Greene, 301 E. 66th St., LE. 5-8151.	HOSONO OF TOKYO-- HAUTE COUTURE	REGENCY HOTEL BALLROOM
Friday Sept. 17 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Fall custom-order fashions at a preview for the press. By invitation. (For Release, Mon., Sept. 20.) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	609 FIFTH AVENUE SAON - 8TH FLOOR
Sunday Sept. 19 11:15 P.M.	IMPORT FASHIONS ON TELEVISION Television presentation of Macy's Fall import collection and copies. Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	WNBC-TV CHANNEL 4
Sept. 20	MAINBOCHER RELEASE--Custom-order fashions. (Preview, Sept. 17--See Above)		
Sept. 20	LORD & TAYLOR RELEASE--Fashions by Pertegaz, (Preview, Sept. 16--See Pg. 5)		
Monday Sept. 20 10:00 A.M. Breakfast	NATIONAL SWEATER QUEEN CONTEST Presentation of National Sweater Queen and Junior Sweater Queen, in conjunction with the National Sweater Week (Sept. 20-26). By invitation. Publicity: Edward A. Brandwein, MU. 3-7520.	NAT'L KNITTED OUTERWEAR ASSN. (386 PK. AVE. SO.)	WALDORF-ASTORIA PILLEMONT SUITE
Monday Sept. 20 10:30 A.M.	OPENING: RESORT COLLECTIONS Leonard Arkin at 10:30; Andrew Arkin at 11:15. Contact: WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Sept. 20 12:15 P.M.; 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORT FASHIONS Macy's will present their import fashions at two showings, 12:15 P.M. and 5:45 P.M. Open to public. Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	3RD FLOOR
Monday Sept. 20 12:45 P.M.; 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORT FASHIONS Ohrbach's will present its Paris and Italian haute couture originals and line-for-line copies at two showings. First show (celebrity show) 12:45 P.M., by invitation only; second show, 5:45 P.M., open to public, no reserved seats. (In Newark, Wed., Sept. 22 at 12:45 P.M., 2nd floor. In Westbury Thurs., Sept. 23 at 12:45 P.M., 2nd floor.) Publicity: Mark Klauser, OX. 5-4000, Ext. 208.	OHRBACH'S	5TH FLOOR
Monday Sept. 20 2:15 P.M.	RESORT AND EARLY SPRING COLLECTION Showing of Resort and early Spring collection, designed by Ferdinand Bosc, Sept. 20, 29, and Oct. 4 at 2:15 P.M. By appointment. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Sept. 20 4:00 P.M. Cocktails	PREVIEW OF RESORT SWIMSUIT COLLECTION Darlene will preview their new swimsuit collection. Showing at 4:30 P.M. By invitation. Fashion Coordinator: Phyllis Youngheart, PL. 1-0752.	DARLENE KNITWEAR (1407 BROADWAY)	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 20 4:30 P.M. Cocktails	PRESS PREVIEW OF MEN'S CRUISEWEAR John Weitz will preview men's shirt and pants designs for Botany Brands and Needles of California. By invitation. Contact: Miss Schutz, LO. 3-4920.	JOHN WEITZ FOR BOTANY BRANDS AND NEEDLES	RCA BUILDING RAINBOW RM.-65TH FLOOR
Beginning Monday Sept. 20	HOLIDAY AND RESORT COCKTAIL FASHIONS Cocktail and evening fashions, designed by George Nardiello. Continuous daily. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Monday Sept. 20	OPENING: RESORT COAT AND SUIT COLLECTION Arthur Jablow's Resort coats, suits, ensembles, designed by David Kidd. By appointment. Contact: Virginia Yost, LA. 4-3404.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Sept. 20	OPENING: HOLIDAY AND RESORT COLLECTION Boutique separates, cashmere coordinates, casual and dressy suits, designed by Dorothy Arden. Continuous showings. Contact: LW. 4-0220.	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Sept. 21	ABRAHAM & STRAUS RELEASE--Knit fashions. (No Press Show)		
Tuesday Sept. 21 11:30 A.M.	RESORT AND EARLY SPRING COLLECTION Coats and suits for Resort and early Spring. By reservation. Continuous daily thereafter. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Sept. 21 12:00 Noon	HOLIDAY AND RESORT COLLECTION Showing of Holiday and Resort collection, designed by Don Breitingner, Sept. 21, 23, and Oct. 7 at 12:00 Noon. By appointment. Contact: LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Sept. 21 12:30 P.M. Luncheon	HAUTE COUTURE FASHION SHOW Alexander's International Haute Couture fashion show and champagne basket luncheon for benefit of the American Cancer Society, N.Y. City Division. Honorary Chmn.: H.H. The Duchess of Windsor. Chmn.: Mesdames Edward F. Hutton and John R. Fell. Co-Chmn.: Mrs. William Poll. Repeat show at 5:30 P.M., champagne buffet. Tickets: \$10.00 each. Contact: Cancer Committee, 7 East 52nd St. Public Relations: Serge Obolensky Assoc., 1114 First Ave., TE. 8-1649.	ALEXANDER'S	LEX.AVE.& 58TH STREET 3RD FLOOR
Tuesday Sept. 21 2:30 P.M.	OPENING OF RESORT COLLECTION Showing Sept. 21 at 2:30; and Sept. 30 at 4:00. (Note Change of Date.) By reservation. Contact: Dorothy Herme, PE. 6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Sept. 21 5:00 P.M.- 7:00 P.M. Cocktails	FIRST ANNUAL AWARDS: "NEWSWORTHY EYEWEAR" The Fashion Eyewear Group of America's first annual awards for outstanding achievement in newsworthy eyewear during the year. Fashion show and pre- sentation of award-winning styles. Fashion and beauty editors will serve on Award Jury. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7872.	FASHION EYEWEAR GROUP OF AMERICA	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 21 6:15 P.M. Cocktails	BENEFIT PREVIEW-- "SYMPHONY IN B" Cocktail party and preview of Bloomingdale's annual storewide presentation. For benefit of the Juilliard School of Music Scholarship Fund. Tickets: \$10.00; contact: Mr. R. Webster, Bloomingdale's. (For Release, Wed., Sept. 22.) Publicity: Louise Langdon, PL. 2-1212, Ext. 7205.	BLOOMINGDALE'S	5TH FLOOR
Wednesday Sept. 22 10:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Preview for press of fur collection, designed by Eric Lund exclusively for Henri Bendel. By invitation. (For Release, Fri., Sept. 24.) Publicity: Ruth Hammer Assoc., EL. 5-7872.	HENRI BENDEL	2ND FLOOR FUR SALON
Wednesday Sept. 22 11:30 A.M.	OPENING: HOLIDAY- RESORT COLLECTION Showing of Holiday-Resort collection, designed by Dorothy Farbo. By reservation. Continuous thereafter. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Sept. 22 1:15 P.M.	HOLIDAY AND RESORT COLLECTION Showing of Holiday and Resort collection at 1:15. By appointment. Continuous thereafter. Contact: Florence Norrito, LO. 5-6123.	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday Sept. 22 2:30 P.M.	PRESS PREVIEW: FALL AND WINTER FURS Presentation of Ben Kahn's Fall and Winter fur fashions. By invitation. (For Release, Fri., Sept. 24.) Publicity: Connie O'Connor, McGeehan & O'Connor, 667 Madison Avenue, PL. 9-8150.	BEN KAHN FURS	SHERATON-EAST HOTEL DIPLOMAT SUITE
Wednesday Sept. 22 3:00 P.M.	PREVIEW: FALL-WINTER FASHION COLLECTION Press preview of Elizabeth Arden's Fall-Winter fashion collection. By invitation. Publicity: Alan McGeehan at McGeehan & O'Connor, PL. 9-8150.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Wednesday Sept. 22 4:00 P.M.	RESORT AND HOLIDAY COLLECTION Malcolm Starr's Resort and Holiday collection, designed by Elinor Simmons, Sept. 22, 23, and 29 at 4:00 P.M. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Sept. 22 4:00 P.M.	OPENING OF RESORT COLLECTION Showings Sept. 22, 23, 29, 30 at 4:00. By reservation. Contact: WI. 7-8235.	DONALD BROOKS, INC.	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Sept. 23 12:30 P.M. Luncheon	IMPORTS AND COPIES AT LUNCHEON SHOW Imported Fall couture fashions, featuring originals and adaptations. Press by invitation. Public by reservation: \$5.00; contact: "Banquet Dept.," PL. 9-3000. Publicity: Rene Hall, OX. 5-4500, Ext. 285. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726	ALEXANDER'S	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 23 1:15 P.M.	HOLIDAY AND RESORT COLLECTION Showings Sept. 23 and 30 at 1:15. By reservation. Contact: Miss Fritzl, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 23 4:00 P.M. Cocktails	SWIMWEAR COLLECTION DESIGNED BY BILL BLASS Preview of the Roxanne Resort and Summer swimsuit collection, with a special group designed by Bill Blass. Show at 4:30. (Note Change of Time.) By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	ROXANNE (1407 BROADWAY)	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET
Thursday Sept. 23 4:00 P.M. - 7:00 P.M.	PREVIEW: "ART OF PERSONAL ADORNMENT" Preview of American Craftsmen's Council exhibit. By invitation. Open to public, Sept. 29-Nov. 7. Publicity: Sidney Dee Bloeme, JU 6-4490.	MUSEUM OF CONTEMPORARY CRAFTS	29 WEST 53RD STREET MAIN GALLERY
Sept. 24	HENRI BENDEL RELEASE--Fur fashions. (Preview, Sept. 22--See Pg. 8)		
Sept. 24.	BEN KAHN'S RELEASE--Fur fashions. (Preview, Sept. 22--See Pg. 8)		
Friday Sept. 24 9:30 A.M. Breakfast	PRESS PREVIEW: FUR FASHIONS Georges Kaplan's Fall and Winter fur fashions, designed by Jacques Kaplan. By invitation. (For Release, Mon., Sept. 27.) Contact: CI. 6-3416.	GEORGES KAPLAN	730 FIFTH AVENUE SALON
Sept. 27	ROSH HASHONAH (Monday)--First day of Jewish New Year.		
Sept. 27	GEORGES KAPLAN'S RELEASE--Fur fashions. (Preview, Sept. 24--See Pg.8)		
Monday Sept. 27 8:00 P.M.	OPENING NIGHT OF OPERA SEASON The eighty-second Metropolitan Opera season will open with a new production of Gounod's "Faust." Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA	MET. OPERA HOUSE B'WAY & 39TH STREET
Tuesday Sept. 28 11:30 A.M.	PRESS PREVIEW: MADE- TO-ORDER FUR FASHIONS Fall-Winter fur fashions, designed by Emeric Partos. By invitation. (For Release, Wed., Sept. 29.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Tuesday Sept. 28 2:30 P.M.; 4:30 P.M.	READY-TO-WEAR AND CUSTOM-ORDER Two showings of custom-order fashions; also Italian and Paris imported ready-to-wear. By invitation. (Note Change of Date.) Publicity: Jan Taylor, TR. 9-8965.	MARIANNE SPOTTISWOODE	33 EAST 68TH STREET SALON - 2ND FLOOR
Wednesday Sept. 29 10:30 A.M.	OPENING OF RESORT COLLECTION Resort collection and early Spring wools at 10:30 A.M., Sept. 29 and Oct. 7. By appointment. Contact: Mabel Glemby, LA. 4-9350.	OSCAR DE LA RENTA FOR JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Sept. 29 10:30 A.M.; 1:00 P.M.	OPENING: RESORT AND CRUISE DRESS COLLECTION Resort and Cruise dresses and separates, designed by Dorothy Cox, Sept. 29 at 10:30 A.M. and 1:00 P.M. By reservation. Contact: CH. 4-6350.	TANNER OF NORTH CAROLINA	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Wednesday Sept. 29 11:30 A.M.	PREVIEW: REVILLON FUR FASHIONS Press showing of Revillon fur fashions. By invitation. (For Release, Fri., Oct. 1.) Publicity: Helen O'Hagan, PL. 3-4000.	REVILLON AT SAKS FIFTH AVENUE	5TH FLOOR FUR SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 29 1:00 P.M.	OPENING: RESORT- HOLIDAY COLLECTION Showings Sept. 29 and Oct. 7 at 1:00 P.M. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday Sept. 29 2:30 P.M.	OPENING: RESORT COLLECTION Showings Sept. 29 and 30 at 2:30 P.M. By reservation. Contact: CH. 4-1872.	LARRY ALDRICH ASSOC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday Sept. 29 2:30 P.M.	SPECIAL SHOWINGS: RESORT COLLECTION Special showings of Resort collection, designed by Bill Blass, Sept. 29 and Oct. 5 at 2:30. By reservation. Contact: Herman Seigenfeld, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Sept. 29 3:00 P.M.	OPENING OF RESORT COLLECTION Showing of Catherine Scott's Resort collection, Sept. 29, Oct. 4, Oct. 7 at 3:00 P.M. By invitation. Contact: Margie Lefcourt, 524-7093.	CATHERINE SCOTT, LTD.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Sept. 29 3:30 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS By invitation. (For Release, Thurs., Sept. 30.) Contact: CI. 5-0322. Publicity: Serge Obolensky Assoc., 1114 First Ave., TE. 8-1649.	REISS & FABRIZIO	6 WEST 57TH STREET SALON - 2ND FLOOR
Wednesday Sept. 29 4:00 P.M.	RESORT, ADVANCE SPRING COLLECTION Two showings for buyers Sept. 29 at 4:00 P.M., and Oct. 4 at 2:30 P.M. By reservation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Wednesday Sept. 29	INFORMAL SHOWINGS OF RESORT COLLECTION Showings of Resort collection, designed by Gerard Pipart of Nina Ricci, Paris. By appointment. Contact: Marta Schreiber, LA. 4-9350.	NINA RICCI- NEW YORK	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Wednesday Sept. 29	OPENING: RESORT COLLECTION Daily informal showings of Resort collection, by appointment. Contact: Faye Berke, CH 4-7270.	SARMI, INC.	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Wednesday Sept. 29	EARLY RESORT AND HOLIDAY COLLECTION Daily informal showings of early Resort and Holiday collection, by appoint- ment. Contact: LW. 4-0454.	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday Sept. 30 8:45 A.M. Breakfast	PRESS PREVIEW: MISSES AND JUNIOR SWIMWEAR Preview of misses' and juniors' swimwear and sportswear by Jantzen. Press only. By invitation. Publicity: Shirley Shannon, 697-0811.	JANTZEN	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET
Thursday Sept. 30 10:00 A.M.	RESORT AND EARLY SPRING COLLECTION Showings Sept. 30, Oct. 5, 7 at 10:00. For reservations, contact: Miss Rose. Publicity: Judith Jackson, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 30 11:30 A.M.	PREMIERE SHOWING: HOLIDAY & RESORT Premiere showing of Holiday-Resort collection at new showroom, Sept. 30 and Oct. 7 at 11:30 A.M. By reservation. Contact: Phil Davidson, 564-3857.	ANDREW WOODS, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday Sept. 30 2:30 P.M.	OPENING OF RESORT COLLECTION Showings Sept. 30 and Oct. 7 at 2:30. By reservation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Sept. 30 2:30 P.M. Cocktails	RESORT AND SPRING DRESS COLLECTION Opening of Resort and Spring dress collection. For press and resident buyers, by invitation. Contact: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Thursday Sept. 30	OPENING OF RESORT COLLECTION Daily informal showings of Young Elegante's Resort and new fashions. Contact: CH. 4-1872.	YOUNG ELEGANTE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Beginning Thursday Sept. 30	OPENING: RESORT COLLECTION Daily informal showings of Resort collection, designed by Ben Rodia. Contact: Helen Rubin, LO. 4-1390.	GORBAN, INC. (FORMERLY MAGDA, INC.)	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Oct. 1	SAKS FIFTH AVENUE RELEASE--Revillon furs. (Preview, Sept. 29--See Pg.9)		
Friday Oct. 1 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fashion Group's fabrics division luncheon meeting. (Prices and more details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM

SPRING OPENINGS BY LOS ANGELES FASHION GUILD IN LOS ANGELES

Saturday Oct. 2- Oct. 4	Oct. 2: 8:00 P.M. Cooper Couture. Oct. 3: 12:00 Noon. Peggy Hunt. 2:00 P.M. Lee Herman. 4:30 P.M. Michael Novarese. 6:00 P.M. Helga. Oct. 4: 8:30 A.M. Stanley Nelson. 10:00 A.M. Elis Porter. 10:00 A.M. and 2:00 P.M. Harrolds. 1:30 P.M. Travilla. 3:00 P.M. Helen Rose. 4:30 P.M. Georgia Bullock. By appt. Adele of California, Mike Anthony, Couture West, Wayne Fuller, Michaelson, M. Nadler, Oscar of Beverly Hills. All showings by invitation only. Contact: Kathryn Safford, 3810 Wilshire Blvd., Los Angeles, California.
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Sunday Oct. 3 4:30 P.M. Cocktails	SPRING FASHIONS IN CALIFORNIA Preview of Spring Cruise and Holiday fashions. By invitation. Thereafter by appointment in showroom. Contact: OL. 2-9010(L.A.).	MICHAEL NOVARESE (711 NO. LA CIENEGA BLVD.)	BEVERLY HILLS HOTEL RODEO ROOM
Sunday Oct. 3 6:00 P.M. Cocktails	SPRING FASHIONS IN CALIFORNIA Helga will preview their Spring collection. By invitation. Contact: Walter Oppenheimer, MADison 7-0806(L.A.).	HELGA (722 SO. LOS ANGELES ST.)	BEVERLY HILLS HOTEL BEVERLY HILLS, CAL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 4 10:00 A.M. Breakfast	PRESS PREVIEW OF IMPORT FAIR Preview for the press of fashions, home furnishings and accessories from around the world. By invitation. (For Release, Tues., Oct. 5.) Publicity: Jane Miller, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR GARDEN ROOM
Monday Oct. 4 10:30 A.M. Coffee	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions. Showing at 11:00 A.M. By invitation. (For Release, Tues., Oct. 5.) Publicity: Vera Bacal, CI. 7-1388.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
Tuesday Oct. 5 2:30 P.M.	OPENING OF RESORT COLLECTION Showing of Resort collection, designed by Peggy Thayer, on Oct. 5, 12, 13, 14, 19, 20, 21 at 2:30. By reservation. Contact: Kay Farmer, OX. 5-4812.	HOUSE OF JAMISON, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Oct. 5 2:30 P.M. - 4:30 P.M.	DIAMONDS-INTERNATIONAL AWARDS EXHIBITION Press preview and exhibition of award-winning jewelry designs by 23 jewelers, representing six countries. By invitation. (Public exhibition, Oct. 6-8.) Publicity: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC.	INST. OF INT'L EDUCATION 809 U.N. PLAZA
Oct. 6	YOM KIPPUR--Wednesday (Jewish Day of Atonement)		
Thursday Oct. 7 9:30 A.M. Coffee	PRESS PREVIEW OF SKI FASHIONS Bonwit Teller's preview for the press of ski fashions. By invitation. (For Release, Fri., Oct. 8.) Publicity: Carolyn Saks, EL. 5-6800.	BONWIT TELLER	FLOOR TO BE ANNOUNCED
Friday Oct. 8 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS AWARDS Twenty-third annual American Fashion Critics Awards, presented by Coty. Fashion Show at 9:00 P.M. By admission ticket only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Friday Oct. 8 11:00 A.M.	FIRST SHOWING: RESORT & SPRING By invitation. Thereafter Oct. 11 at 4:00 P.M.; Oct. 12 and 18 at 11:00 A.M. By reservation. Contact: Pat Brooks, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Oct. 11 4:00 P.M.	PRESS PREVIEW OF FUR FASHIONS Bonwit Teller's preview of fur fashions, for the press. By invitation. (For Release, Tues., Oct. 12.) Publicity: Carolyn Saks, EL. 5-6800.	BONWIT TELLER	2ND FLOOR FUR SALON
Thursday Oct. 14 1:00 P.M.	OPENING: RESORT AND SPRING COLLECTION Showings at 1:00 P.M., Oct. 14, 18, 19, 20, 25, 26. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday Oct. 18 3:00 P.M.	PRESS SHOWING: FALL AND WINTER COIFFURES Intercoiffure, U.S.A. will present new Fall and Winter coiffure fashions. Press by invitation. Contact: John Bernard or Marsha Gerber, PL. 2-2254. Tickets: \$10.00. Contact: Mr. Richard of the Madison, EL. 5-4477.	INTERCOIFFURE	HOTEL PIERRE BALLROOM

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